

**Islands Agri-Food Initiative**  
*Agri-Food Futures Fund*

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## General Program Information

### Initiative Objective

The overall objective of the Islands Agri-Food Initiative (IAFI) is to encourage the development of a viable and sustainable agri-food sector on Vancouver Island and the Gulf Islands.

### Strategic Goals

Four strategic goals were developed to guide the Islands Agri-Food Initiative:

- Goal 1: To enhance market development and promotion of the agri-food industry by 2008.
- Goal 2: To increase the agri-food stakeholder knowledge base, including stakeholder communication, economic potential, statistical data, marketing skills and product development by 2008.
- Goal 3: To facilitate the development of strategic partnerships and alliances that enhances the long term sustainability of the agri-food industry by 2008.
- Goal 4: To support increased agri-food processing as a catalyst for rural community development by 2008.

See a full copy of the [Islands Agri-Food Initiative Strategic Plan](#) for details and a listing of common definitions as used by this Initiative.

### Expected Outcomes

Project benefits to include:

- Increased consumer recognition and loyalty for Island agri-food products and increased sales of local products.
- New products, services and marketing programs by producers.
- Increased investment in rural communities.
- New strategic partnerships across the sector and pooling of resources to reduce financial risk for individual investors.
- Effective training programs in place to develop a highly skilled work force.
- New value added products and further processing activity as a foundation for growth in the sector.

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*Funding provided by:*



## **Initiative Funding Principles**

- ❑ Benefits will be shared within the industry and rural communities.
- ❑ Benefits to the agri-food industry will exceed the costs.
- ❑ Initiatives will be economically viable and self-sufficient.
- ❑ Initiatives will address one or more of the IAFI strategic goals.
- ❑ Funding will not be ongoing but will be provided for a limited period.
- ❑ The agri-food industry contributes 50% of the project costs. Up to half of the industry's contribution can be in-kind.
- ❑ Funds will not be used as direct income support to individuals or firms.
- ❑ Funds will not be used for business start-ups, expansion, capital acquisition, or funding of industry group regular operations.
- ❑ Funds cannot be used for lobbying.
- ❑ Projects cannot be contrary to international trade rules.
- ❑ Agri-food Futures Funds cannot be matched to other federal or provincial government sources of funding.
- ❑ Funds cannot be used for direct advertising or promotion of any given product (but can be used to develop a marketing plan).
- ❑ Reasonable administrative costs (in the 10% range or less), which are clearly incurred in the course of delivering the project and that are clearly incremental and over and above the applicant organization's normal core activities, may be supported if they are detailed in the approved application.
- ❑ Funding cannot cause damage to others (i.e. favoring one sector or region over another).
- ❑ Money spent on project activities prior to the approval date of the project cannot be claimed.
- ❑ Projects should have clear, measurable outputs (things that will be produced) and should describe some larger goal it hopes to accomplish.

## **Application Process**

### **Eligible Applicants**

Commercial and non-profit organizations are eligible to apply for funding. This includes corporations, co-operatives, marketing boards and commissions, partnerships, sole proprietorships and industry associations. The applicant is the lead organization for the project.

### **Application Deadlines**

For each calendar year, application deadlines are established to provide the necessary time for an effective evaluation process. These deadlines are posted on our web site at [www.iafbc.ca/iafi/](http://www.iafbc.ca/iafi/).

### **Letter of Intent**

Proposals may be submitted as an expression of interest with the intent of having a full application for a subsequent funding period. A Letter of Intent enables the applicant to obtain the Advisory Committee's initial reaction to a proposed concept or project idea. It can assist applicants in obtaining helpful direction from the Advisory Committee prior to committing the resources needed for the preparation of a comprehensive application. This option will require more time overall as applying then becomes a two-stage process.

Letters of Intent are commonly 1-3 pages in length and include:

- ❑ Applicant name, address, contact person, including phone and email address.
- ❑ Project objectives.
- ❑ Brief description of the project approach and activities to be undertaken.
- ❑ Importance of the project to the agri-food industry and the expected benefits.
- ❑ Indication of who would manage and deliver the project and how.
- ❑ Indication of when and for how long the project would run.
- ❑ Budget estimate and funding sources.

Letters of Intent are reviewed at Advisory Committee meetings. The Initiative's administrator will contact applicants to inform them of the Committee's decision and to discuss the guidance of the Committee.

### **Acceptance of Application**

In accepting an application, the Islands Agri-Food Initiative Advisory committee undertakes to consider the application for approval but assumes no other obligation.

Unless otherwise specifically agreed to between the Applicant and the Initiative, all applications and supporting material will be used by the Initiative solely for the purpose of evaluating the application and may be disclosed, in the strictest of confidence, to Initiative advisors as part of the approval process.

### **Evaluation Criteria**

Project applications will be evaluated on their ability to meet the criteria outlined in the Islands Agri-Food Initiative's Strategic Plan as follows:

1. Partnership attributes (level of commitment of partners: industry involvement).
2. Benefits to be gained from project.
3. Strategic significance (how the project fits in with the goals of the initiative; how it contributes to the long-term viability of the islands agri-food industry).
4. Technical merits (soundness).
5. Administration (how the proponents plan to administer the project).
6. Budget (how solid; how realistic).
7. Expertise of project manager.
8. Probability of achieving stated results; how realistic.
9. Potential to meet the AFFF goal of improving farm income.
10. Projects should support the development and marketing of high quality products including eco-products and agritourism products and services.
11. Conformance to funding ratios as detailed in the Strategic Plan.
12. Conformance to the guiding principles of the Canada – British Columbia Framework Agreement Agriculture Risk Management (Appendix C of Strategic Plan).

### **Application Review Process**

The Islands Agri-Food Advisory Committee makes the decision on whether to approve or to decline funding for an application. Applications are evaluated and discussed at Advisory Committee meetings and are considered on a case-by-case basis.

For each project proposal received, the administrator undertakes a preliminary project review and may contact the applicant for clarification of project details. In advance of each Advisory Committee meeting, committee members receive and review project proposals prior to evaluation at the meeting. Shortly after the meeting, the administrator will contact applicants to provide information on the Advisory Committee's decision. Formal written notification follows at a later date by mail.

The Initiative may reconsider an application if there are major changes to the proposal that address Initiative concerns and the reasons for a funding decline.

### **Contact Info**

**For more information and application forms visit:**

[www.iafbc.ca/iafi/](http://www.iafbc.ca/iafi/)